

Message Text

UNCLASSIFIED

PAGE 01 WARSAW 01401 111552Z

70

ACTION EUR-12

INFO OCT-01 ISO-00 CU-04 /017 W
----- 124512

R 111505Z MAR 75
FM AMEMBASSY WARSAW
TO USIA WASHDC
INFO SECSTATE WASHDC 3780
AMEMBASSY LONDON
AMEMBASSY VIENNA

UNCLAS WARSAW 1401

USIA FOR ICS/ARBA PASS MASEY
USIS LONDON PASS MARGARET GARDNER
VIENNA FOR RPO

E.O. 11652: N/A
TAGS: SCUL, PL
SUBJECT: FRANKLIN/JEFFERSON EXHIBIT

1. AS A FOLLOW-UP TO EMBASSY DISCUSSIONS WITH ARBA/IBM REPRESENTATIVES, WE PROPOSE THE FOLLOWING ARRANGEMENTS CONCERNING MEDIA SUPPORT AND PUBLICITY:
2. EXHIBIT LOGO SHOULD BE SENT IMMEDIATELY TO RPO/VIENNA TO ENABLE PREPRINTING THE PRESS-RELEASE LETTERHEAD. CLEAN-TYPED TRANSLATIONS OF ALL RELEASE TEXTS SHOULD BE IN VIENNA BY APRIL 15 FOR REPRODUCTION THERE. COPIES SHOULD ALSO BE SENT TO P&C WARSAW FOR REVIEW. EMBASSY REQUESTS THAT ALL PRESS-KIT MATERIALS (INCLUDING PHOTOS AND FOLDERS) SHOULD BE IN WARSAW BY MAY 9 TO ALLOW ASSEMBLING AND DISTRIBUTION TO OUT-OF-TOWN CONTACTS.
3. EMBASSY RECOMMENDS THAT THE PRINT-RUN ON THE EXHIBIT FLYER SHOULD BE EXPANDED BY 10,000 TO 160,000 FOR MAILING WITH REGULAR EMBASSY PUBLICATIONS SUCH AS "AMERYKA" AND DIALOGUE".
4. WE UNDERSTAND THAT CHARLES EAMES WAS THE

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SUBJECT OF A PROFILE IN A PAST ISSUE OF "AMERYKA"

ILLUSTRATED". EMBASSY WOULD LIKE TO OBTAIN RE-PRINTS OF THIS ARTICLE. ADVISE.

5. WE ALSO WOULD WELCOME AGENCY ASSISTANCE IN OBTAINING FOR A 30 DAY LOAN PERIOD DURING THE EXHIBIT PERIOD A SELECTION OF SHORTS FILMS PRODUCED BY EAMES, INCLUDING "TOPS" AND "POWERS OF TEN". ADVISE.
DAVIES

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NNN

Message Attributes

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Margaret P. Grafeld
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